CH722-2

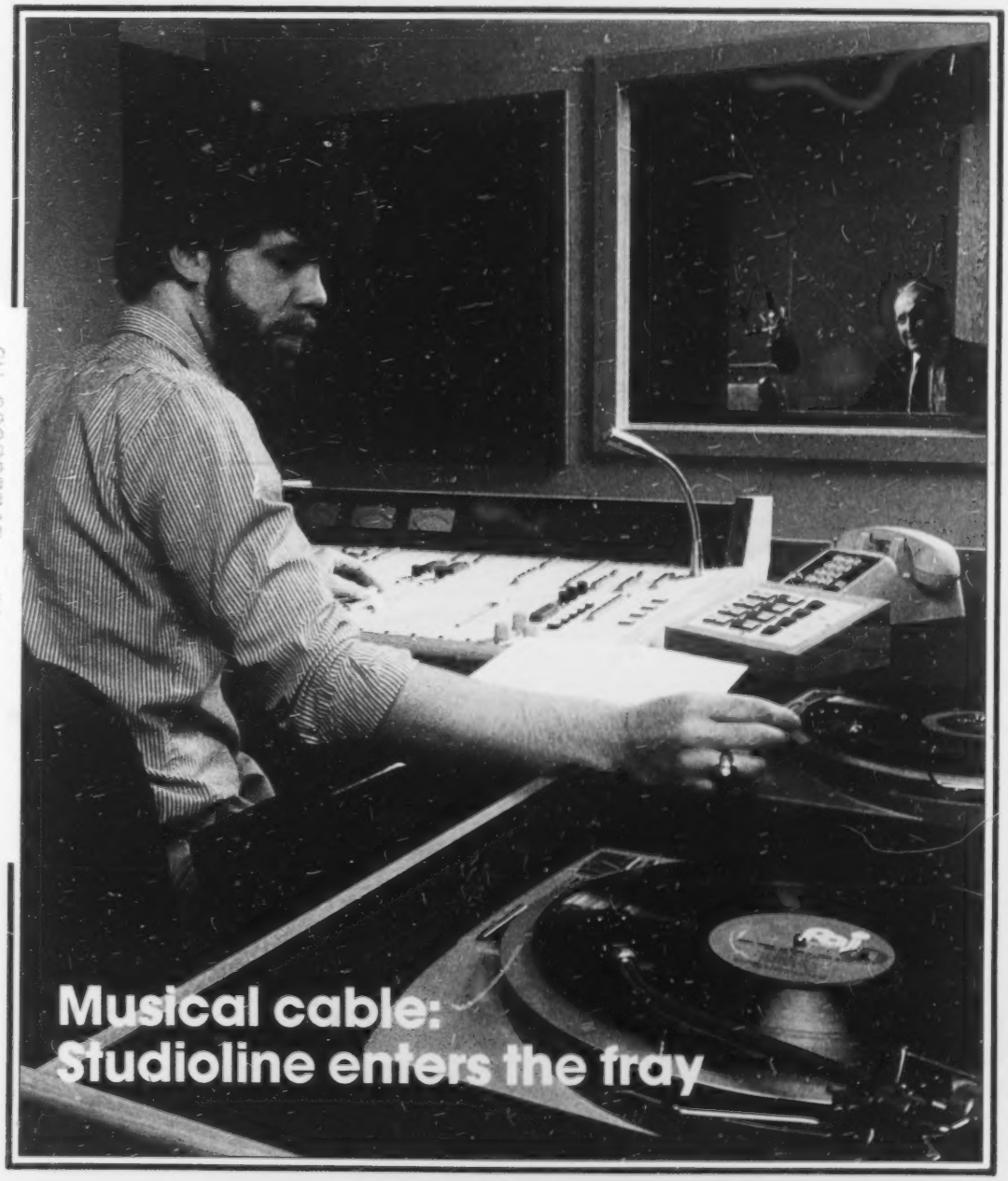
CTAM '85

- FCC decides not to appeal must-carry decision
- Broadcasters' clout on compulsory license issue in doubt
- Turner Broadcasting plans MGM buyout
- MTV execs in formal bid to purchase network

CableVision™

The news and features weekly of the cable television industry

August 12, 1985



Musical cable: Studioline enters the fray

CV 000209348 01
ACQUISITIONS EDITOR
CONGRESSIONAL INFO SVC
4520 EAST WEST HIGHWAY
BETHESDA MD

20814

Leading the Week

No appeal

The Federal Communications Commission has voted not to appeal the U.S. Appeal Court's decision that must-carry rules are unconstitutional 11

Compulsory license protest

The broadcasting industry has launched an attack against cable's compulsory license in an effort to get the cable industry to agree to some form of mandatory signal carriage. However, sources say the broadcasting industry still may not be able to bring cable to the bargaining table 11

Repeal unlikely

An official of Turner Broadcasting has told CTAM members that he does not think there is any desire in Congress to repeal cable's compulsory license 12

Turner buys MGM/UA

Ted Turner has agreed to acquire MGM/UA Entertainment Co. for $1.5 billion cash. The United Artists unit will be sold to Kirk Kerkorian's Tracinda Corp. for $470 million, reducing Turner's acquisition cost to about $1 billion 12

Competition for telcos

The Federal Communications Commission paved the way for cable operators to compete with telephone companies in the provision of intrastate data transmission services by invalidating a Nebraska regulation that barred Cox Cable's entry into business communications 13

MTV buyout

MTV executives make leveraged buyout offer with the assumption that Warner Amex will use its option to purchase all of Warner Amex 13

Bridging the gap at CTAM

This year's Cable Television Administration and Marketing Society's annual conference was opened by President Gary Weik and Tom Bonoma, professor of marketing at Harvard Business School, who blasted the attendees with the meeting's overriding message of "Bridging the Gap Between Strategy and Reality." 14

Marketing key

Payoffs may be a key in retaining current subscribers according to several marketing specialists who spoke at the CTAM annual conference 15

New CTAM president

Charles Townsend, president of Colony Communications, will replace Gary Weik as CTAM president next year, finishing out this year as vice president of CTAM. Barry Lemieux, executive vice president of American Cablesystems, will be next year's vice president of CTAM 15

Inoculating the non-subscriber

Broad marketing could "inoculate" a non-subscriber, according to MTV Networks President Marshall Cohen as marketing techniques were addressed by industry speakers at a session at the CTAM annual meeting 16

Goodwill Games

Turner Broadcasting has set in motion a plan to co-organize and finance a new international sports competition with the Soviet Union. The Goodwill Games will begin next July in Moscow and shift to the United States in 1990.....20

CSN revived

Following a five-month hiatus, Commerce Satellite Network Inc., will resume operation Aug. 31. Formerly known as Cable Sports Network and College Sports Network, the Louisiana-based firm will distribute a 24-hour lineup of sports, classic movies and other special interest programming....21

Group W counters

Group W Cable has submitted a memorandum to U.S. District Court outlining why it thinks Santa Cruz, Calif.'s issuance of an RFP to replace the company is illegal. The city issued an RFP to replace Group W in 1986. Three companies have responded to the RFP 23

Blamed for porn

Cable television and interstate telephone services have been blamed for an "invasion" of pornography of American homes. The accusations came at a Senate criminal law subcommittee hearing ...24

Cable industry to aid MDA

A combination marketing/public service drive is set to get under way by 1,500 cable operators. Goals of the campaign are to raise funds for the Muscular Dystrophy Association and to boost subscriber penetration levels. Industry officials expect to raise at least $1.5 million for the MDA 24

About the Cover

Studioline production engineer Scott Weaver (foreground) produces a program for Felix Grant, host for jazz programs on "All That Jazz." See page 18 for the Cover Story.

On Demand Programming

The national satellite and turnkey pay-per-view services prepping for a fall and winter start have a tall task ahead landing affiliates among the cable systems who have their own PPV operations. "The Challenge!" doubles tennis match between Bobby Riggs and Vitas Gerulaitis against Martina Navratilova and Pam Shriver will be offered as a PPV event on EventTeleVision on Aug. 23. Associate Editor Simon Applebaum reports on page 32.

Departments

Programming.....30
Business & Finance.....35
Stock Market.....40
New Products.....41
Events.....42
People.....42
Classifieds.....45
Advertisers' Index.....47
Cable Stats.....48
Parting Words.....50

Cable Industry Growth Chart

YEAR	TVHH	Homes Passed	Basic Subscribers	% of TVHH	Pay Subscribers	% of TVHH
1990E	93,900,000	81,783,000	50,706,000	54	32,959,000	35
1989E	92,800,000	79,109,000	48,256,000	52	30,883,000	33
1988E	91,000,000	75,833,000	45,500,000	50	28,665,000	32
1987E	89,300,000	71,137,000	41,971,000	47	26,022,000	30
1986E	87,800,000	68,121,000	39,510,000	45	24,101,000	27
1985E	86,000,000	64,500,000	36,120,000	42	21,672,000	25
1984	84,600,000	59,989,000	32,994,000	39	19,764,000	23
1983	83,500,000	53,641,000	30,300,000	36	17,877,000	21
1982	82,800,000	49,100,000	28,200,000	34	15,898,000	19
1981	80,700,000	44,000,000	22,596,000	28	11,804,000	15
1980	77,800,000	37,300,000	18,672,000	24	7,780,000	10
1979	76,300,000	32,700,000	16,023,000	21	5,341,000	7
1978	74,500,000	27,200,000	14,155,000	19	2,980,000	4
1977	73,300,000	24,894,000	13,194,000	18	1,466,000	2
1976	71,114,000	21,989,000	12,094,000	17	505,000	1
1975	69,600,000	19,900,000	11,136,000	16	N/A	N/A

Source: CableProFile Data Base, INTERNATIONAL COMMUNICATIONS RESEARCH

Cable barometer

Television households (TVHH) 84,233,330

Homes passed by cable (HP) 58,274,000

Percent of TVHH passed by cable 69.2%

Basic cable subs 32,761,000

Percent of TVHH with basic cable 38.9%

Percent of HP with basic cable 56.2%

Pay cable subs 19,624,000

Percent of TVHH with pay cable 23.3%

Percent of HP with pay cable 33.7%

Percent of basic subs with pay cable 59.9%

Figures are as of Aug. 31, 1984
Source: CableProFile Data Base, INTERNATIONAL COMMUNICATIONS RESEARCH

Satellite lineup

Satcom III-R (RCA Americom)	Transponder
Arts & Entertainment	24
BET	20
CBN Cable Network	8
Cinemax (West)	23
CSN (Cable Sports Network)	4
C-SPAN	19
Dodgervision	5
Eternal Word Television Network	18
Financial News Network	4
Genesis Storytime	9
HBO (West)	13
HTN	14
Home Shopping Network	22
The Learning Channel	16
Lifetime	17
MSN—The Information Channel	22
MTV	11
National Jewish Television	18
Nickelodeon	1
PTL	2
Reuter Monitor Service	18
Seeburg/Lifestyle Music	3
Showtime (West)	10
SPN	6
Studioline	19
The Learning Channel	16
Trinity Broadcasting Network	3
USA Cable Network	9
(during blackout)	22
Video Hits One	15
The Weather Channel	21

Satcom IV (RCA Americom)	Transponder
American Movie Classics	10
Biznet	6
Bravo	2
Cable Sports Network	3
Home Sports Entertainment	11
Madison Square Garden	6
National Christian Network	7
New England Sports Network	13
Nickelodeon (West)	4
Nostalgia Channel	21
Odyssey	23
The Playboy Channel	12
The Prime of Life Network	7
The Silent Network	16
SportsVision	9
WPIX—New York	19

Westar III (Western Union)	Transponder
CNN	5

Westar IV (Western Union)	Transponder
Atlantic City Horse Racing	6
Cable News Network (CNN)	16
Catholic Telecommunications Network of America	11
Public Broadcasting Service	15, 17, 21, 23
Texas State Network	2
Word of Faith Satellite Network	6

Westar V (Western Union)	Transponder
Fantasy Unrestricted Network (FUN)	24
FUN Weekend Pay-per-view	24
The Meadows Racing Network	22
Pro-Am Sports System (PASS)	14
The University Network	2

Comstar D-4 (AT&T/GTE)	Transponder
American Extasy	19
Country Music Television (CMTV)	18
KTVT (Dallas)	22
SelecTV	13

Galaxy I (Hughes)	Transponder
CBN Cable Network	11
Cinemax (East)	19
CNN	7
CNN Headline News	5
C-SPAN	13
The Discovery Channel	22
The Disney Channel (East)	4
(West)	24
EPG	3
ESPN	9
GalaVision	20
HBO (East)	23
Home Team Sports	12
Keyfax National Teletext Magazine	18
Moody Broadcasting Network	3
The Movie Channel (East)	10
(West)	14
The Nashville Network	2
PTL	17
Showtime (East)	5
SIN	6
Studioline	13
WGN	3
WOR-TV	15
WTBS	18

Aurora F5 (Alascom)	Transponder
Alaska Satellite Television Project	24
Learn/Alaska Television Network	20
NASA Contract Channel	13

Note: A company name in parentheses following a service or network designates the transponder owner.
Source: International Thomson Communications Inc.

Top 100 MSOs

Rank	Multiple system operator	Basic subs	
1	Tele-Communications Inc	3,660,938	(3/85)
2	American Television and Communications Corp	2,500,000	(2/85)
3	Group W Cable	2,093,794	(3/85)
4	Cox Cable Communications	1,521,667	(3/85)
5	Storer Cable Communications	1,500,000	(3/85)
6	Warner Amex Cable Communications Inc	1,204,000	(3/85)
7	Continental Cablevision	1,033,000	(4/85)
8	Times Mirror Cable Television Inc	978,840	(3/85)
9	Newhouse Broadcasting	910,190	(4/85)
10	United Cable Television	851,000	(3/85)
11	Viacom Cablevision	800,000	(4/85)
12	UA Cablesystems Corp	713,000	(4/85)
13	Sammons Communications Inc	659,716	(4/85)
14	Cablevision Systems Development Co	596,799	(3/85)
15	Rogers Cablesystems Inc	589,357	(4/85)
16	Jones Intercable Inc	511,842	(7/85)
17	Comcast Cable Communications	481,000	(3/85)
18	Telecable Corp	453,094	(3/85)
19	Heritage Communications Inc	447,192	(3/85)
20	McCaw Communications	382,000	(3/85)
21	Capital Cities Cable Inc	375,000	(4/85)
22	Wometco Cable TV Inc	301,049	(4/85)
23	Centel Cable Television Company	300,000	(4/85)
24	Prime Cable Corporation	292,405	(3/85)
25	Daniels & Associates	287,457	(3/85)
26	TCA Group	270,611	(3/85)
27	Multimedia Cablevision Inc	268,397	(3/85)
28	American Cablesystems Corporation	258,800	(4/85)
29	Cable Vision Industries	256,342	(3/85)
30	Falcon Cable	245,000	(6/85)
31	MacLean Hunter Cable TV Ltd	244,606	(3/85)
32	Scripps-Howard	234,742	(3/85)
33	TeleScripps	215,714	(3/85)
34	Colony Communications Inc	213,621	(1/85)
35	Tribune Cable Communications	198,020	(4/85)
36	Rollins Cableview Inc	194,389	(3/85)
37	Adelphia Communications	194,343	(4/85)
38	Century Communications Corporation	192,023	(8/84)
39	Service Electric Cable T.V. Inc	189,500	(4/85)
40	Communications Service Inc	179,000	(12/84)
41	Tele-Media	172,436	(5/84)
42	TCI-Taft	164,400	(7/85)
43	TKR Cable	159,000	(3/85)
44	Western Communications	154,196	(2/85)
45	Cablentertainment	149,875	(4/85)
46	Adams-Russell Communications	143,175	(3/85)
47	Hartz-Hanks Communications	140,569	(3/85)
48	McDonald Group	139,585	(12/84)
49	Harron Communications Corporation	132,649	(12/84)
50	Sutton Capital Group	127,098	(3/85)
51	Buckeye Cablevision	121,000	(2/85)
52	Midwest Video Corporation	119,102	(12/84)
53	Harris Cable Corporation	117,927	(3/85)
54	Televents Inc	111,743	(3/85)
55	Lenfest Group	111,488	(3/85)
56	Armstrong Utilities	110,988	(3/85)
57	Greater Media	103,139	(4/85)
58	Summit Communications Inc	97,787	(3/85)
59	Communications Systems Inc	94,658	(4/84)
60	Multi-Channel TV Company	93,657	(3/85)
61	Cencom Cable Associates, Inc	91,587	(4/85)
62	Perry Cable TV Corporation	86,621	(3/85)
63	U.S. Cable Corporation	85,000	(3/85)
64	King Videocable Company	84,929	(3/85)
65	McClatchy Newspapers	83,143	(3/85)
66	The Essex Group	83,000	(6/85)
67	WEHCO Video Inc	80,199	(3/85)
68	Cable Management Associates Inc	77,030	(3/85)
69	Palmer Communications Inc	76,423	(3/85)
70	Sonic Communications	74,316	(4/85)
71	Midcontinent Cable Systems Company	73,887	(3/85)
72	Omega Communications	73,677	(3/85)
73	Booth Communications Company	71,364	(3/85)
74	Susquehanna Broadcasting	69,751	(3/85)
75	Pencor Services Inc	67,133	(3/85)
76	Acton Corporation	63,274	(1/85)
77	Media General Inc	61,037	(3/85)
78	Clear T.V. Cable Associates Ltd	59,488	(4/85)
79	Selkirk Communications	56,823	(4/85)
80	Marsh Media	56,745	(3/85)
81	Omni Cable T.V. Corporation	56,718	(3/85)
82	Coaxial Communications	55,471	(3/85)
83	Helicon Corporation	55,000	(4/85)
84	The Daily Press	53,000	(3/85)
85	National Telecommunications Corporation	51,300	(12/84)
86	First Carolina Communications Inc	49,584	(6/85)
87	United Video Management	49,444	(3/85)
88	Masada Corporation	48,700	(2/85)
89	Wisconsin Cablevision and Radio Co Inc	48,670	(3/85)
90	Simmons Communications	48,386	(3/85)
91	Communicom	47,694	(1/85)
92	Bresnan Communications	44,664	(3/85)
93	Joseph Gans Cable T.V.	43,838	(3/85)
94	Chambers Communications Corporation	43,303	(2/85)
95	Whitney Communications Corporation	42,805	(3/85)
96	Matrix Enterprises	42,606	(3/85)
97	Northland Communications Corporation	42,500	(4/85)
98	Dowden Communications	42,319	(1/85)
99	Donrey Cablevision	41,586	(3/85)
100	Cable Holdings Inc	40,200	(4/85)

Subscriber counts are provided by MSO. *o International Thomson Communications Inc

Top 100 systems

Rank	Location	Operator	Basic subs	
1	San Diego, CA	Cox Cable	256,415	(3/85)
2	Woodbury (Long Island), NY	Cablevision Systems Development	236,950	(3/85)
3	Manhattan, NY	ATC	206,900	(12/84)
4	Florida Division (Orlando/Ormond Beach)	ATC	195,700	(12/84)
5	San Antonio, TX	Rogers Cablesystems	190,979	(4/85)
6	Houston, TX	Warner Amex	185,000	(3/85)
7	East Orange, NJ	MacLean Hunter	172,246	(3/85)
8	Honolulu, HI	ATC	156,400	(12/84)
9	Wayne, NJ	UA Cablesystems	138,000	(4/85)
10	Tulsa, OK	United Cable	134,989	(4/85)
11	Cincinnati, OH	Warner Amex	133,000	(3/85)
12	Englewood, CO	United Cable	125,406	(3/85)
13	Cherry Hill, NJ	New York Times	123,134	(4/85)
14	Rochester, NY	ATC	117,100	(12/84)
15	Atlanta, GA	Prime Cable	116,642	(3/85)
16	Baltimore County, MD	Comcast Cable	115,000	(3/85)
17	Erie County, NY	Prime Cable	114,908	(4/85)
18	Tidewater (Norfolk), VA	Cox Cable	113,684	(3/85)
19	San Jose, CA	Gill Industries	106,724	(4/85)
20	Memphis, TN	ATC	106,300	(12/84)
21	Jacksonville, FL	Continental	106,000	(3/85)
22	Austin, TX	ATC	102,500	(12/84)
23	Seattle, WA	Group W	101,844	(3/85)
24	Charlotte, NC	ATC	101,700	(12/84)
25	San Juan, PR	Harris Cable	101,411	(3/85)
26	Toledo, OH	Buckeye Cablevision	100,233	(4/85)
27	Central Islip (Long Island), NY	Viacom	99,838	(3/85)
28	Manhattan, NY	Group W	99,341	(3/85)
29	Jefferson Parish, Kenner, LA	Cox Cable	93,666	(3/85)
30	San Diego, CA	ATC	92,100	(12/84)
31	San Francisco, CA	Viacom	89,000	(4/85)
32	Warren, NJ	TKR	88,472	(3/85)
33	Los Angeles, CA	Falcon Communications	86,157	(2/85)
34	Wilmington, DE	Rollins Cableview	86,432	(3/85)
35	Grand Rapids, MI	UA Cablesystems	86,000	(4/85)
36	Seattle, WA	Viacom	85,200	(4/85)
37	Wichita, KS	Multimedia Cablevision	83,985	(3/85)
38	Jackson, MS	ATC	80,700	(12/84)
39	Dallas, TX	Warner Amex	80,700	(3/85)
40	Pompano Beach, FL	American Cablesystems	77,700	(4/85)
41	Pittsburgh, PA	TCI	77,341	(4/85)
42	Broward County, FL	Storer	76,000	(3/85)
43	Phoenix, AZ	Times Mirror	75,636	(3/85)
44	Boston, MA	Cablevision	75,524	(3/85)
45	Baton Rouge, LA	Daniels & Associates	74,820	(3/85)
46	Clearwater, FL	Vision Cable	74,500	(4/85)
47	New Orleans, LA	Cox Cable	73,766	(3/85)
48	Indianapolis, IN	Indianapolis Cablevision	72,436	(4/85)
49	Tacoma, WA	Cable TV of Puget Sound	72,044	(4/85)
50	Flint, MI	Comcast	72,000	(3/85)
51	Richmond-Henrico County, VA	Continental	70,700	(3/85)
52	South Texas, TX	Heritage	70,130	(3/85)
53	Greensboro, NC	ATC	69,200	(12/84)
54	Jefferson County, KY	Storer	69,000	(3/85)
55	Cleveland Heights, OH	Viacom	69,000	(4/85)
56	South Bend, IN	Heritage	68,947	(3/85)
57	Santa Monica, CA	Group W	67,863	(3/85)
58	Louisville, KY	Times Mirror	67,855	(3/85)
59	Omaha, NE	Cox Cable	66,592	(3/85)
60	Raleigh, NC	ATC	65,800	(12/84)
61	Nashville, TN	Viacom	65,000	(4/85)
62	Kansas City, MO	ATC	64,800	(12/84)
63	Columbus, OH	Warner Amex	64,679	(3/85)
64	St. Petersburg, FL	Group W	63,802	(3/85)
65	Akron, OH	Warner Amex	63,562	(3/85)
66	Buffalo, NY	TCI	63,239	(11/84)
67	Bl. ft. Complex (Malden), MA	Warner Amex	63,140	(3/85)
68	Worcester (Leicester), MA	Greater Media	63,073	(3/85)
69	Oklahoma City, OK	Cox Cable	62,726	(3/85)
70	Syracuse (suburbs), NY	NewChannels Corp	62,463	(4/85)
71	Fayetteville, NC	ATC	62,100	(12/84)
72	Allentown, PA	Service Electric	62,000	(4/85)
73	El Paso, TX	Group W	61,463	(3/85)
74	Hartford, CT	Times Mirror	61,442	(3/85)
75	Chicago Suburbs (Oak Park), IL	Cablevision Systems	61,285	(3/85)
76	Madison, WI	TCI	61,257	(4/85)
77	Monterey, CA	Western Communications	60,656	(3/85)
78	Santa Barbara, CA	Cox Cable	60,616	(3/85)
79	Mt. Prospect, IL	Cablenet	60,000	(3/85)
80	Sarasota, FL	Storer	60,000	(3/85)
81	Birmingham, AL	ATC	59,400	(12/84)
82	Snohomish County, WA	Viacom	59,000	(4/85)
83	Ft. Worth, TX	Sammons	59,000	(4/85)
84	Harrisburg, PA	Sammons	58,647	(4/85)
85	Bridgeport, CT	Cablevision Systems/ Scripps Howard	58,525	(3/85)
86	Las Vegas, NV	Times Mirror	58,402	(3/85)
87	New Britain, CT	United Cable	58,282	(12/84)
88	New Haven, CT	Storer Scripps-Howard	58,000	(3/85)
89	Des Moines, IA	Heritage	57,918	(3/85)
90	Indianapolis, IN	ATC	57,100	(12/84)
91	West Palm Beach, Fla	Group W	57,067	(3/85)
92	Stamford (Fairfield), CT	Cablevision Systems Development	56,321	(3/85)
93	Knoxville, TN	TCI	56,303	(1/85)
94	Albany, GA	Storer	56,000	(3/85)
95	Chatsworth, CA	Valley Cable TV	55,994	(5/85)
96	Binghamton, NY	NewChannels Corp	55,687	(4/85)
97	Shreveport, LA	ATC	55,500	(12/84)
98	Knoxville, TN	TeleScripps	55,500	(4/85)
99	Columbus, OH	Coaxial Communications	55,451	(3/85)
100	Chattanooga, TN	TeleScripps	55,284	(3/85)

Subscriber counts are provided by MSOs and systems to International Thomson Communications Inc